

## Message Text

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73

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00 /021 W

----- 037821

R 231410Z MAY 75

FM AMCONSUL JOHANNESBURG

TO SECSTATE WASHDC 3914

INFO AMEMBASSY PRETORIA

AMCONSUL CAPE TOWN

AMCONSUL DURBAN

USDOC WASHDC

UNCLAS JOHANNESBURG 731

E.O. 11652: N/A

TAGS: BEXP, SF

SUBJECT: MARKET RESEARCH FIRMS IN SOUTH AFRICA

REF: STATE 059820

1. PARTIAL LISTING AND DESCRIPTIONS OF SOUTH AFRICAN MARKET RESEARCH FIRMS ARE LISTED BELOW. WE ARE STILL AWAITING INFORMATION FROM A FEW ADDITIONAL FIRMS AND WILL CABLE DATA AS SOON AS IT IS RECEIVED.

2. AD CHECK PO BOX 31871, BRAAMFONTEIN, E. HASLEM, MANAGING DIRECTOR. AD CHECK PRODUCES A MONTHLY SURVEY OF COMPETITIVE ADVERTISING FROM AN ANALYSIS OF THE MAIN PUBLICATIONS IN SOUTH AFRICA.

3. THE MARKETING INFORMATION ORGANIZATION (PTY) LTD., PO BOX 56213, PINEGORWIE, TRANSVAAL 2123, N. GREEN, MANAGING DIRECTOR. THIS FIRM, KNOWN AS MARKINOR, PERFORMS CONSUMER MARKET RESEARCH THROUGH GROUP DISCUSSION, ADVERTISING TESTING, AND USAGE/ATTITUDE SURVEYS. IT ENGAGES IN VERY LITTLE INDUSTRIAL RESEARCH BUT DOES OFFER COUNTRY-WIDE COVERAGE.

4. IMS SOUTH AFRICA, PO BOX 11260, JOHANNESBURG, MRS. PATRICIA MAGUA, RESEARCH EXECUTIVE. THIS FIRM IS THE HOLDING COMPANY FOR PHARMACEUTICAL MARKET SOUTH AFRICA (PMSA), INSTITUTE OF PHARMACEUTICAL RESEARCH

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AFRICA (IPRA), AND INTERCONTINENTAL MARKETING SERVICES AFRICA

(IMSA) AND IS A SUBSIDIARY OF THE US FIRM INTERCONTINENTAL MARKETING SERVICES. IMS PERFORMS CONSUMER AND PHARMACEUTICAL MARKET RESEARCH WITH OFFICES IN CAPE TOWN, DURBAN AND PORT ELIZABETH; IMS HAS PERMANENT RETAINERS IN BLOEMFONTEIN AND EAST LONDON IN ADDITION TO A PERMANENT TRAVELING STAFF. ON THE INDUSTRIAL SIDE, IMS CONCENTRATES ON CORPORATE IMAGE AND ATTITUDINAL RESEARCH.

5. OLLIVER AND ANDREWS, PO BOX 7130, JOHANNESBURG, R.B. OLLIVER, MANAGING DIRECTOR. AN ECONOMIC AND INDUSTRIAL CONSULTING FIRM, OLLIVER AND ANDREWS EVALUATES AND ANALYSES PROJECTS WHICH MAY RANGE FROM PROPOSED PLANT EXPANSION TO INTRODUCTION OF A NEW PRODUCT.

6. A.C. NIELSEN, P.O. BOX 5637, JOHANNESBURG, G.R. HOWARD, MANAGING DIRECTOR. A RETAIL MARKET RESEARCH ORGANIZATION, A.C. NIELSEN OPERATES THROUGHOUT SOUTH AFRICA AND SPECIALIZES IN MARKET RESEARCH ON FOODS, TOILETRIES, CONFECTIONERY AND LIQUOR.

7. HOWARD PURDON ASSOCIATES, PO BOX 7981, JOHANNESBURG, HOWARD PURDON, MANAGING DIRECTOR. THIS FIRM SPECIALIZES IN INDUSTRIAL MARKET RESEARCH AND EMPLOYS A STAFF OF QUALIFIED ENGINEERS AND TECHNICAL SPECIALISTS. IT OFFERS COUNTRY WIDE COVERAGE AND MAINTAINS CORRESPONDING OFFICES IN MOZAMBIQUE, ANGOLA, BOTSWANA, LESOTHO AND SWAZILAND. HOWARD PURDON AND ASSOCIATES HAS WORKED WITH THE BOTSWANA DEVELOPMENT CORPORATION. THIS FIRM CONCENTRATES ON AGRICULTURE, PULP, PAPER, TEXTILES, ENGINEERING, MINING, FOOD AND BEVERAGES. SOME CONSUMER MARKET RESEARCH WORK IS DONE THROUGH PANEL RESEARCH AND GROUP DISCUSSION.

8. DEVELOPMENT AND MARKETING, PO BOX 69567, BRYANSTON, TRANSVAAL 2021, GRAHAM ROBERTSON, MANAGING DIRECTOR. THIS IS A FAIRLY SMALL FIRM, SPECIALIZING IN INDUSTRIAL MARKET RESEARCH; IT OFFERS COUNTRYWIDE COVERAGE, EMPLOYS A STAFF OF TECHNICAL SPECIALISTS. IT DOES NOT ENGAGE IN AN CONSUMER MARKET RESEARCH.

9. P.E. CONSULTING GROUP S.A. (PTY) LTD., PO BOX 8550, JOHANNESBURG. THIS FIRM IS A WHOLLY-OWNED SUBSIDIARY OF P.E. INTERNATIONAL AND SPECIALIZES IN INDUSTRIAL MARKET RESEARCH BASED ON P.E.'S ENGINEERING EXPERTISE. IT IS ONE OF THE LARGEST UNCLASSIFIED

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MANAGEMENT CONSULTING FIRMS IN SOUTH AFRICA AND HAS BEEN ESTABLISHED HERE FOR 25 YEARS. THE FIRM MAINTAINS OFFICES IN CAPE TOWN AND DURBAN IN ADDITION TO THE HEADQUARTERS IN JOHANNESBURG. P.E. INCORPORATED THE MARKETING DEVELOPMENT COMPANY S.A. (PTY) LTD.

10. SEPTTEL WILL CONTAIN SIMILAR INFORMATION ON CONSUMER RESEARCH SERVICES (PTY) LTD., MARKET RESEARCH AFRICA, MIDDLE

WEST SERVICE COMPANY, AND PETER MARCART ASSOCIATES.  
GUTHRIE

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## Message Attributes

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